Central Hollywood
Coalition
Board of Directors

★★★

Brian Folb
President
Paramount Contractors

Roxanna Sassanian
Vice President
Sunset Gower Studios

Carol Massie
Secretary
McDonald's Restaurants

Duke Gallagher
Treasurer
The Production Group

Fabio Conti
The Fabiolus Café

Charles Eberly
The Eberly Company

John Given
CIM

Kitty Gordillo
Hollywood YMCA

John Lupo
JMPL Property Mgmt.

Harout Markarian
Western Diocese of the
Armenian Church

Elizabeth McDonald
The Los Angeles
Film School

Patrick Olmstead
The Los Angeles Film
School

Michael Pogorzelski
AMPAS

Fred Rosenthal
Ametron

★★★

Kerry Morrison
*Consultant to the
Board*

sunset & vine
BUSINESS
IMPROVEMENT
DISTRICT

April 27, 2012

TO: Miranda Paster
Office of the City Clerk

FROM: Sarah MacPherson
Executive Director
Sunset & Vine Business Improvement District

SUBJECT: First Quarter Report: January 1, 2011 through March 31, 2011

I. Operational Issues

- John Lupo, a property owner in the Sunset BID, was appointed to the Board of Directors in January. John was brought on to fill a mid-term vacancy, expiring in 2013. Two more Board Members were added in the first quarter: Elizabeth McDonald from the LA Film School and Harout Markarian from the Western Diocese of the Armenian Church. All three Board Members attended an orientation session with HPOA staff.

- Sarah MacPherson was promoted as the new Executive Director of the Sunset & Vine BID.

- The nominating committee presented the slate of directors to be elected for two-year terms (2012-2014): Fabio Conti, Charles Eberly, Kitty Gordillo, Elizabeth MacDonald, Harout Markarian, Mike Pogorzelski and Fred Rosenthal.

- The nominating committee presented the slate of officers to serve one year terms and to serve as Executive Committee for the Central Hollywood Coalition. The slate is as follows:
    - President – Brian Folb
    - Vice President – Roxanna Sassanian
    - Secretary – Carol Massie
    - Treasurer – Duke Gallagher

- The Board elected to remove Allen Sides from the Board after he had missed 7 out of 11 meetings in one year. The bylaws give the Board authority to remove board members that miss more than three meetings in a row or 5 in a given year.

- Miranda Paster, Rosemary Hinkson and Paul Makowski, from the Office of the City Clerk, made a brief presentation to the Board on the fundamentals of the Brown Act. Additionally, the City Clerk's office held a mandatory Brown Act Training Session on March 22 at City Hall, which MacPherson attended.

- Board Member and Treasurer Duke Gallagher reported that we received our assessment funds from the city on February 29th; therefore all bills that were held in January and February were paid out by March.

II. Security

- At the top of the year, security patrols commenced in the expansion area. The board had approved a $20,000 surplus for additional patrols, though it has not been needed as much as anticipated. Steve Seyler from Andrews International said he had been pleasantly surprised by the conditions in the expansion area, but attributed it to having already met with many of the new businesses and distributing trespass authorization forms. Previously they had counted about 19 persons sleeping on the sidewalks there, but now there are none. There have so far been only three calls for service in the area, and the officers have gotten great feedback from the property owners. As a result, they have suspended the additional deployment until further notice.

- Joe Mariani reported that LAPD has voiced support for the public safety cameras after the Hollywood arsonist was caught with the help from the cameras at Hollywood and Highland. He had been looking into the possibility of bringing a feed from the cameras to our office so we could monitor them as well; however this seems not to be a viable option due to legal and financial complications.

- Several outreach workers from Hollywood 4WRD had met with the national office of the Veteran's Administration to initiate a concentrated effort to house the 119 homeless veterans in Hollywood. Currently, it takes approximately 6-8 months to obtain basic military status for a veteran. This project aims to reduce that time period significantly and expedite the path to housing and services.

- Brian Folb (Vice President of the Board) appointed the following directors to the security committee in February: Fred Rosenthal (chair); Elizabeth McDonald, John Lupo, Roxanna Sassanian, Fabio Conti and Anthony Bell, from Space 15 Twenty.

- Members of the Security Committee met with representatives from West Hollywood to learn about their ordinance that aims to restrict problematic nightclub promoters. Additionally, BID staff has reached out to various property owners who have nightclubs to make them aware of the various late night crime issues that the BID has experienced.

- BID staff spoke to the property owner at Sunset & Ivar, to inform him that his tenant, Jack-in-the-Box, uses an inordinate amount of services from BID security. Approximately 10% of all BID arrests have

been made at the restaurant this year. Representatives from Jack-in-the-Box corporate offices agreed to meet with BID security in the coming weeks and potential problem solving strategies.

- By the end of the first quarter the following stats were reported for the Sunset & Vine BID: 87 arrests, 113 homeless referrals, 370 radio calls, 738 business contacts and 1,059 citizen contacts.

III. Streetscape Issues

- Much like the Security Committee, Sarah MacPherson reports that the initial clean-up to the expansion area has gone very well. Clean Street had done a thorough job in getting the expansion area up to the standards of the rest of the BID. There does seem to be an issue of a large quantity of bulky items left in the area, but trash and gum spots are noticeably improved. Trash receptacles have been placed in the area. Lastly, the rear of the CBS property, now included in the BID is much cleaner than it had been in the past.

- Board Members were encouraged to attend and testify at any hearings before the PLUM committee in support of the Hollywood Community Plan. An increased board presence was desired due to recent press reports claiming residents are opposing the plan.

- Fifteen new trash receptacles were purchased, with the assistance of the $5,000 DWP grant, and will be placed in the previous boundaries of the BID (since 2007-2011 funds were used for the purchase).

- The Streetscape Committee met in February and dedicated much of the meeting on setting priorities for the coming year. Potential projects for the Sunset & Vine BID include: bulk purchase of pressure washing services and graffiti film; exploring opportunities for public restrooms,; activating Chase Plaza; working with the property owner at the southwest corner of Sunset & Vine to trim Ficus trees; and installing street furniture in the expansion area of the BID.

- The Board of Public Works voted 5-0 in favor of an exclusive trash hauling franchise at the February hearing. Over 80 speakers, a majority of which were opposed to the plan, spoke at the hearing. The waste franchise ordinance is scheduled to proceed to City Council. HPOA staff offered to draft message points for individual property owners who wish to voice their concerns with the Council Office.

IV. Marketing Issues

- KNX 1070 successfully hosted their live broadcast from both the W Hotel and the Arclight Cinerama Dome. Several Hollywood leaders participated in interviews throughout the day. A link to the broadcast was posted on the Sunset & Vine website.

- Helen Bernstein High School art students created design schemes for a pole banner contest. Thirty five drawings were submitted for consideration and are currently posted on the Hollywood HQ Facebook page for an online vote. Ultimately, four design schemes will be selected by Facebook users as well as the BID Board. Additionally, the board has discretion to hire a graphic designer to touch up the designs, although the board expressed their desire to see the banners retain the "authentic" look of the students' work.

V. Other

- The Academy of Motion Picture Arts and Sciences unveiled plans to construct an outdoor amphitheatre for movie screenings and events. They plan to keep the existing parking lots, and some of the existing buildings will be used for storage, including the old Big Lots building which will have a façade improvement. The former Golden Bridge Yoga building will be utilized for a filmmaking program. AMPAS is still interested in buying the former KFC site but the property, which is owned by the CRA, may go to auction. Construction is due to be completed by May 1.

- As a result of the CRA being dissolved, several projects will not go on as planned; including the Walk of Fame Repair, the new facility for Social Services at Blessed Sacrament and the Michael's Village project.

- CIM's Sunset Gordon development announced they will begin construction in June, 2012. The development encompasses: 301 residential units, 39,000 square feet of offices, 13,000 sq. ft. of retail/restaurants and around 600 parking spaces, including public parking, on four levels of underground parking. The project is expected to open in spring, 2014.

- Devin Strecker presented a report to the Board his experience at the California Downtown Association Conference, detailing the different session he attended including: social media, smart phone apps, retail recruitment, demographic studies, and the Riverside art walk.

- Several Board Members and staff attended the groundbreaking event for the Emerson College project, slated for completion in 2014.

- A letter was sent to Senator Vargas opposing SB949, a bill which would lower the petition threshold to 30% to create a community benefit district (similar to a BID). It would also permit the duration of a BID to 20 years and would allow for single-family residences to be included in the districts. The Board discussed various aspects of the bill and voiced concerns over the stability of new districts formed under the new legislation.

CENTRAL HOLLYWOOD COALITION

CASH FLOW TO DATE AND BALANCE TO DATE

31-MAR-12

	ACTUALS To Date	BALANCE In Budget	TOTAL 2,012
Receipts			
Net Property Assessments	661,759	767,916	**1,429,675**
Receivables & Penulties			
Interest Income Wells Fargo	16	1,234	**1,250**
Interest Income County & City		1,500	**1,500**
Total Receipts and Budgeted Balance	**661,775**	**770,650**	**1,432,425**
Expenditures			
1. Neighborhood Issues			
a. Security	188,379	555,052	**743,431**
b. District Maintenance	93,894	275,682	**369,576**
c. Beautification		30,733	**30,733**
d. Marketing & Consultants	17,244	25,646	**42,890**
e. Social Services			
2. Management Contract	50,000	100,000	**150,000**
3. Professional Services			
a. Accounting		6,200	6,200
b. Legal		1,000	**1,000**
c. Insurance	10,888	112	**11,000**
4. Taxes and Fees	28,594		**28,594**
5. a. Contingency	222	3,975	**4,197**
b. Delinquency Private		28,000	**28,000**
c. Delinquency Public		14,055	**14,055**
Total Expenditures and Budgeted Balance	**389,220**	**1,040,455**	**1,429,675**
Net Cash	**272,555**	**(269,805)**	**2,750**

CENTRAL HOLLYWOOD COALITION
PROJECTED CASH FLOWS 2012
10-Apr-12

	ACTUALS			PROJECTIONS									Total
	January	February	March	April	May	June	July	August	September	October	November	December	2,012
Receipts													
2012 Property Assessments		661,759		85,324	85,324	85,324	85,324	85,324	85,324	85,324	85,324	85,324	1,429,676
Receivables & Penulties													
Estimated Interest Income Wells Fargo, Chase	6	0	9	137	137	137	137	137	137	137	137	137	1,250
Estimated Interest Income County & City				167	167	167	167	167	167	167	167	167	1,500
Total Projected Receipts	6	661,760	9	85,628	85,628	85,628	85,628	85,628	85,628	85,628	85,628	85,628	1,432,426
Expenditures													
1. Neighborhood Issues													
a. Security	67,492	52,991	67,896	61,672	61,672	61,672	61,672	61,672	61,672	61,672	61,672	61,672	743,431
b. District Maintenance	32,298	30,798	30,798	30,631	30,631	30,631	30,631	30,631	30,631	30,631	30,631	30,631	369,676
c. Beautification				3,415	3,415	3,415	3,415	3,415	3,415	3,415	3,415	3,415	30,733
d. Marketing & Consultants	16,344	300	600	2,850	2,850	2,850	2,850	2,850	2,850	2,850	2,850	2,850	42,890
e. Social Services													
2. Management Contract	25,000	12,500	12,500	11,111	11,111	11,111	11,111	11,111	11,111	11,111	11,111	11,111	150,000
3. Professional Services													
a. Accounting				689	689	689	689	689	689	689	689	689	6,200
b. Legal				111	111	111	111	111	111	111	111	111	1,000
c. Insurance	10,888			12	12	12	12	12	12	12	12	12	11,000
4. Taxes and Fees		28,594											28,594
5. a. Contingency	96	53	73	442	442	442	442	442	442	442	442	442	4,197
b. Delinquency Private				3,111	3,111	3,111	3,111	3,111	3,111	3,111	3,111	3,111	28,000
c. Delinquency Public				1,562	1,562	1,562	1,562	1,562	1,562	1,562	1,562	1,562	14,055
Total Projected Expenditures	152,118	125,235	111,867	115,606	115,606	115,606	115,606	115,606	115,606	115,606	115,606	115,606	1,429,676
Net Cash	(152,112)	536,524	(111,867)	(29,978)	(29,978)	(29,978)	(29,978)	(29,978)	(29,978)	(29,978)	(29,978)	(29,978)	2,750
Cumulative Cash	(152,112)	384,412	272,555	242,576	212,598	182,620	152,641	122,663	92,685	62,706	32,728	2,750	2,750

Gross Estimated Billings $ 1,429,674.81

	Management Plan		2012 Budget		Actuals to Date	
	%	$	&	$	%	$
Security	52.0%	743,431	52.0%	743,431	25.3%	188,379
Maintenance	25.9%	369,576	25.9%	369,576	25.4%	93,894
Beautification	2.1%	30,733	2.1%	30,733		
Marketing & Consulting	3.0%	42,890	3.0%	42,890	40.2%	17,244
Social Services		-				
Administration, Legal, Accounting	11.8%	168,200	11.8%	168,200	36.2%	60,888
Taxes & City Fees	2.0%	28,593	2.0%	28,593	100.0%	28,594
Contingency	0.3%	4,197	0.3%	4,197	5.3%	222
Delinquencies	2.9%	42,055	2.9%	42,055		
Totals	100%	1,429,675	100%	1,429,675	27.2%	389,220